

**CITIZENS' REVENUE REVIEW AND ECONOMIC COMPETITIVENESS  
COMMISSION**

**MEETING MINUTES FOR  
THURSDAY SEPTEMBER 9, 2010, AT 6:00 P.M.  
COUNCIL CHAMBERS  
CITY ADMINISTRATION BUILDING  
202 C STREET, SAN DIEGO, CALIFORNIA**

For information, contact Breanna Zwart, Council District Four  
202 C Street, 3rd Floor, San Diego, CA 92101  
Email: bzwart@sandiego.gov  
619-236-7180

---

Chair Bob Nelson noted a quorum was present, and called the meeting to order.

NON-AGENDA PUBLIC COMMENT

COMMISSIONER COMMENT

CITY ATTORNEY, IBA, CITY AUDITOR COMMENT

ADOPTION AGENDA

Approval of the Record of Action Items for July 1, 2010, July 29, 2010, August 26, 2010

- Motion by Dr. Standifird to approve Records of Actions for July 1, 2010, July 29, 2010, and August 26, 2010, Seconded by Mr. Barros.
- All voted in favor of approval.

ACTION ITEMS

**ITEM-I Presentation on Creating an Economic Competitive Workforce by Richard Barrera**

*Presentation by Richard Barrera (San Diego Unified School Board Vice President)*

Mr. Barrera shared ideas about ways the city can help prepare, and invest in, a quality workforce. He focused on three topics, all central to reforms within San Diego's educational system.

- Investment in professional development of science teachers has been a "success story" of San Diego Unified.
  - Until somewhat recently, science departments struggled due to either being low on the priority list, or simply because of disjointed efforts. About 4 years ago, the

district started a concentrated effort to teach elementary students through “inquiry method” (which engages students to think like scientists).

- High school level courses have increasingly focused on real-world science courses, as an alternative to the typical core science classes. Bringing inquiry method to elementary schools and expanding choices in high schools has resulted in science test scores skyrocketing.
    - Four years ago—27% of students at proficient level, to 57% last year.
  - A key to success in the science departments is the professional development of teachers. Elementary school teachers are usually generalists. However, the district has tried to take two teachers from each school to train, so they can act as lead resource teachers for their school. This process has been very successful thus far.
  - High school teachers that specialize are also able to do externships and bring their skills back to students.
  - Looking forward – How can we provide a sustained source of revenue that could be used for continued professional development of teachers?
- Expansion of internship opportunities for high school students.
    - Internships are now part of high school experience for as many students as possible.
      - MET program at Mesa College has 100% graduation rate (has been open 7 years), nearly a 100% college entry rate. Students attend school 3 days a week and an internship for 2 days a week. Some students stay at the same internships, others move through 5-10 internships throughout the four years.
    - Expanding internship possibilities for more students should be a goal. Of 40,000 students, 8,000 students are doing some form of work placements (afterschool, senior year, internships, etc.).
    - It is critical for region’s infrastructure to engage employers, otherwise internships will not work.
    - Mentors who work closely with the students and teachers should be identified, and investment in these positions should be increased.
      - Met has one person who is engaging employers for all students. Lowest student-teacher ration at MET of any school in the district.
  - Creation or expansion of broadband network throughout the city (for students to access at home or at library).
    - School district has already invested in technology in the classroom. Four years from now, every classroom will have a smartbook, a set of laptops, and professional development for teachers. This plan will widen students’ exposure to diverse ideas. Classroom webpages can be created, so students (and parents) have access to classroom occurrences from home.
      - Can help build curriculums tailored to students’ interests.
    - About 42% of students have no broadband access at home, creating a digital divide. The gap will only increase if broadband access is unavailable for students.
      - Two pilot programs are in operation giving students 3G devices and laptops. If this program is expanded to 70,000 students, the annual cost would be \$21 M.

- Federal access to discounted broadband rate is currently restricted to within classrooms. Ongoing lobbying of the FCC seeks to allow this discounted rate to leave the gates of the school. Over 80% of the costs would be covered if successful.
- A partnership with the city to create mini-networks around school sites (200 sites) is a possibility. Radiuses of 3-4 miles could be utilized, allowing wireless access for anyone within those areas. The federal government may pay for a portion of this, but a revenue source from the city would be helpful.

By helping students with the discussed suggestions, the district feels they would be doing something to help strengthen the workforce.

#### Commissioner Comments:

- Competing and taking customers away from wireless providers may be an issue. District must start conversation with the notion that many students do not have any access (so may actually gain customers).
- If the wireless access gap is not resolved for students, we will be “left behind.”
- Mr. Barros expressed concerns about the financial costs.
- Ms. Moser shared her observation that for many students participating in internships, transportation is the biggest challenge.

## **ITEM-2 Comparison of Refuse Collection Fees within San Diego County**

*Presentation by Lisa Byrne, Office of Independent Budget Analysis*

Ms. Byrne assisted the commission in their understanding of the memorandum regarding refuse collection (of 9/9/2010), as well as the attached charts.

- The first chart’s calculations subtract certain items, diverse among cities, to make a basic comparison possible.
- The second chart only subtracts storm water fees because the goal was to arrive at the actual cost to the consumers.
- Variables in services should be noted (that could not be accounted for in the charts).
  - Periodic bulk curbside pick-up of large items is not provided consistently in every city. San Diego does not provide large item pick-up service, but has “community clean-ups” instead.
  - Collection containers are not consistently provided by the city. Some cities incorporate the cost of container into fees, others require residents purchase the containers separately.
  - San Diego provides weekly trash collection and biweekly recycling services. Other cities have weekly services for all three services. There is no estimate given for the costs of providing all services weekly.

- The base rate (in the second chart) is based upon FY 2010 budget (not a cost of service study), and assumes the customer would get all three services. Savings are also not included.
- Costs doubled in second chart for comparative purposes only.

#### Commissioner Questions/Comments Re: Refuse

- Data is based on rates charged to customers by private refuse haulers. Therefore, there are no hidden fees represented in the fees.
- Our estimated cost would be about 12% higher than the average of the surrounding cities. However, the estimate might be high and the city is working on work schedule efficiency.
- Dr. Standifird recommended comparison to similar-sized cities might be closer.
- Only two providers represented in charts.
- Ms. Moser brought forth question about what would happen to city-owned equipment, and the cost of converting to managed competition.

### **ITEM-3 Discussion/Approval of Draft Report Section**

#### Citizen Commentary:

- Tom Scott, Executive Director of San Diego Housing Federation
  - Noted that he has not seen the draft report.
  - Previously drafted recommendations/gave presentation.
  - Upcoming study results should be reviewed.
  - Suggests commission look at other sources for revenue ideas.
- Evan Becker, President of San Diego Housing Federation
  - Reiterated that commission should consider the framework previously presented.
  - Unhappy with current recommendations in draft (although has not seen draft report).

#### Commissioner Commentary:

- Tourism/Hospitality: Mr. Morton believes stating SD tourism industry is dominated by lower wages is somewhat misleading. San Diego (and all California cities) mostly pay minimum wage (which is one of the highest in the nation).
  - Note: EDD data does not include any tips.
  - Many other states have a much lower tipped wage.
- Ms. Moser suggested the report must be sure to support strong assertions. Also, it is necessary to transition from information-based section of the report to more opinion-based (to make clear to the reader).
- Need to make sure report captures all viewpoints from public.
  - TOT came up a lot in public comments.

- Airport issue not addressed in draft (although many other players other than the city would be involved in this issue).
- Ms. Moser cautioned against making assumptions about economic decisions by other cities (e.g. Detroit, Pittsburgh discussed re: manufacturing).
- Several commissioners wish to track and share their changes to the report in Word. Ms. Zwart will coordinate these efforts to ensure the commissioners receive one another's suggestions.

Meeting was adjourned. The next community commission meeting is on 9/23/2010 at Lewis Middle School.

Bob Nelson  
Chair